

11. The apparatus of claim 10, wherein said transmitter transmits said notification message to a communication device associated with at least one of a user, a ticket holder and a ticket issuer.

12. The apparatus of claim 1, wherein said apparatus operates at least one of on, over, or in conjunction with, the Internet, the World Wide Web, a telephone network, a telecommunication network, a digital communication network, a satellite communication network, a wireless communication network, a personal communication services network, a broadband communication network, and a bluetooth communication network.

13. The apparatus of claim 1, wherein said communication device is at least one of a computer, a computer system, a group of computers, a telephone, a personal computer, a wireless telephone, a wireless communication device, a personal digital assistant, a video telephone, a personal communication device, a wireless device, a handheld device, a palm-top device, a kiosk, a public kiosk, a public computer terminal, and an automated teller machine.

14. The apparatus of claim 1, wherein said at least one of a ticket availability message and a ticket option availability message, contains information regarding at least one of a ticket, tickets, the location of the ticket, the location of the tickets, the price of the ticket, the price of the tickets, at least one of a video clip and video image of the view from the ticket location, at least one of a video clip and video image of the view from the location of the tickets, and at least one of a term and a condition for selling at least one the ticket and tickets.

15. The apparatus of claim 10, wherein said notification message contains information regarding at least one of the ticket sold, the tickets sold, the ticket option sold, and the ticket options sold, and a price received for at least one of the ticket, the tickets sold, the ticket option sold, and the ticket options sold.

16. The apparatus of claim 1, wherein said at least one said ticket availability message and said ticket option availability message is at least one of a beeper message, a pager message, an instant messaging message, a

telephone call, a telephone message, an e-mail message, and an electronic data transmission.

17. The apparatus of claim 1, wherein said notification message is at least one of a beeper message, a pager message, an instant messaging message, a telephone call, a telephone message, an e-mail message, and an electronic data transmission.

18. The apparatus of claim 1, wherein said transmitter transmits at least one of ticket information, ticket option information, electronic ticket information, and electronic ticket option information, to the communication device associated with the user.

19. The apparatus of claim 18, wherein the communication device associated with the user at least one of outputs, prints, and displays said at least one of at least one of ticket information, ticket option information, electronic ticket information, and electronic ticket option information.

20. A method for selling a ticket and/or a ticket option, comprising: